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Sales Playbook

Dialing for Incremental Lyft Drivers



Playbook Agenda:

1. **Lyft Objection Handling**
 - a. Technical and value objections
2. **Key Resources**
 - a. Glossary + Reference Slides

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We Do Sales.

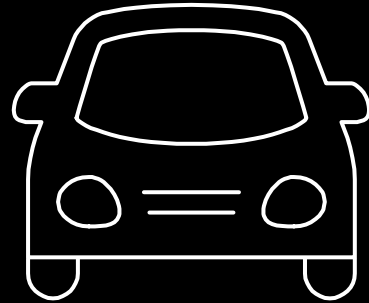
Solve Problems. Add value.

Our Goal:

**Drive lift to generate
as many Incremental
First Rides as
possible.**

Sales Objection Philosophy

Lyft Driver FAQ



For each question or objection faced, great salespeople:

1. Identify the root of the objection or question.
2. Address the root along with the technical answer.
3. Pivot back to the sale.

How do I start driving Lyft?

Objection Root: Feels unprepared, likely not tech savvy but interested in starting.

Technical Answer: As long as the app says 'Go Online' the applicant can start driving.

1. “Click 'Go Online' on the map screen in the driver app.
2. When you see 'You're Online' + 'We're looking for rides' on screen, you're ready!”

Possible Pivot: “Are you able to drive right now? / What are your goals with Lyft?”

Do I have to schedule Lyft rides?

Objection Root: Concerned about commitment of scheduling or confused about the app's features.

Technical Answer: No, scheduled rides are available but not required.

“You do not have to schedule Lyft rides, you're best bet is to press 'Go Online' during the busy times throughout the week.”

Possible Pivot: “When were you planning on fitting Lyft into your schedule?”

Do I need the Lyft emblem?

Objection Root: Feels unprepared or nervous and concerned they may get in trouble.

Technical Answer: This is market dependent - we can send a temporary print out to make the applicant feel more at ease before they begin driving.

“In most cities you are able to start driving Lyft right away, without waiting for the sticker. Riders are able to see your vehicle, license plate and driver photo in the Lyft Rider app.

Possible Pivot: “After we get you set up, how much money do you hope to make with Lyft?”

Do I need an Airport Placard?

Objection Root: Feels unprepared or nervous and concerned they may get in trouble.

Technical Answer: Displaying an airport placard is required at LAX, SFO, OAK, ORD, MDW, MSP, SEA, and ATL airports.

“You will need a placard if you’re planning to drive at one of the following airports. That said, you’re able to start driving without the placard.”

Possible Pivot: “When will you be available for you first few rides?”

What if I feel unsafe during the ride?

Objection Root: Feels anxious about having strangers in their car.

Technical Answer: There are several safety features that the Lyft Driver app provides.

“The Lyft Driver is equipped with several safety features, including:

- Emergency help with ADT
- Ability to share location with friends and family
- Passenger rating system, 3 stars or lower will not be matched with them again
- Smartrip check-in: rides are monitored for unusual activity”

Possible Pivot: “Have you ever done any other kinds of gig apps?”

Earnings / how much do I make?

Objection Root: Concerned about value, will Lyft be worth their time?

Technical Answer: Earnings will vary based upon several factors.

“The amount of money you make will depend upon the volume of ride requests, distance traveled and estimated time and distance.”

Possible Pivot: “How much do you need to make with Lyft to make it worth your time?”

I need to clean my car / make it presentable.

Objection Root: Concerned about rider experience, potentially tips.

Technical Answer: So long as the applicant's car is free of clutter and isn't visibility dirty they're good to start.

"You don't need to pay to detail your car. I prefer to spot clean and take my vehicle to a free vacuum + hang an air freshener before I start taking rides."

Possible Pivot: "Do you have a local car wash near you?"

I don't have a car / my car is in the shop.

Objection Root: Is not prepared and can't start until car is ready.

Technical Answer: The applicant must have access to a vehicle with valid personal insurance. The applicant may be located in an eligible Express Drive market.

“Got it! Hopefully your car is ready soon and you'll be able make back some of the shop expenses by driving with Lyft.”

Possible Pivot: “We will be excited to get you driving when the car is ready. What had initially interested you in signing up?”

I'm not seeing any rides comes in.

Objection Root: Concerned about rider demand in their area and how much they can earn by driving with Lyft.

Technical Answer: Driver demand will fluctuate throughout the day.

“The weekly planner will show you the best times in your area to drive throughout the week. Weekdays are typically busiest during the mornings and evenings as people commute to and from work. The weekends are busy most of the day as people are out and about.”

Possible Pivot: “What is your weekly availability when it comes to Lyft Driving?”

My sign-on bonus is no longer available.

Objection Root: Likely signed up because of the initial application bonus and needs money fast.

Technical Answer: If the applicant no longer see the bonus available in their 'Opportunities' page, the bonus has expired.

"Lyft will continue to run bonus opportunities comparable to what you'd seen when you signed up. Keep an eye on your email and Opportunities page to stay up to date."

Possible Pivot: "What would you like to see in earnings each week driving with Lyft?"

I just moved to a different state.

Objection Root: Applicant likely does not see 'Go Online' but instead 'Additional info required.'

Technical Answer: Lyft Driver requirements will vary state to state. You'll not be able to drive with Lyft in different states until completing any additional required information.

"Let's go ahead and open the app, click the notification bell in the top right corner. What does it say?"

Possible Pivot: "How long do you plan on staying in..."

I'm still a little nervous, can I call you back at this number?

Objection Root: Feeling unprepared or nervous and would like reassurance.

Technical Answer: Yes, applicants will be able contact us via SMS or call.

“I’ll be able to help you out through your first Lyft Rides and I’m available during normal business hours. While driving, your best option is Lyft in-app support, they are available 24/7.”

Possible Pivot: “What questions can I help to answer before you get started?”

When & how do I get paid?

Objection Root: Concerned about value, will Lyft be worth their time? Likely values speed to pay.

Technical Answer: There are 3 different way to be paid. Lyft Direct, Express Pay and Weekly Payouts.

“Lyft offers several payout methods depending upon your needs, how would you prefer to be paid?”

Possible Pivot: “What are your plans for your first Lyft paycheck?”

I'm concerned about the tax process...

Objection Root: Nervous about paperwork, concerned about earnings or a combination of both.

Technical Answer: We are not tax professionals and cannot give tax advice.

“As your own boss, you work with Lyft, not for Lyft. This means you set your own hours, and even get to elect your tax deductions.

Pivot: “I’ll text you a link to Lyft’s website where you can learn all you need to know about any tax implications.”

I'm concerned about insurance.

RIO this question! Most of the time the questions only require one simple answer.

Objection Root: Concerned about Lyft Driver requirements or purchasing rideshare insurance.

Technical Answer: Insurance coverage requirements will vary state to state. All applicants must have some form of insurance.

Approved Drivers: “Any time you are driving it’s best to follow the rules of the road. In terms of what I can see on your Lyft account you have entered in all the information you need to start driving.”

Potential Pivot: “I’ll text you a link where you can learn all you need to know about insurance and Lyft’s own coverage.”

Why do you have the same area code as me?

Objection Root: Confused about the call / suspicious or lacking of trust in us.

Technical Answer: We make calls from a dialer which will often match our outbound area code with the applicant's area or zip code.

“I’m here to be a resource for you and to help answer any questions before getting started.”

Pivot conversation back to Lyft & pain discovery

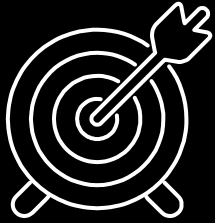
I'm busy...

RIO this question! Most of the time the questions only require one simple answer.

Objection Root: Does not see the value in Lyft and feels their time is better spent doing something other than Lyft.

Potential Pivot: “I get that, life get busy! What’s been keeping you busy lately?”

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Support Playbook: A Support Self Help Guide

What we CANNOT do

BANK Related issues - GetScale employees do not have any access to Lyft Drivers' personal bank info. Leads should firstly verify their information within the Lyft Driver app.

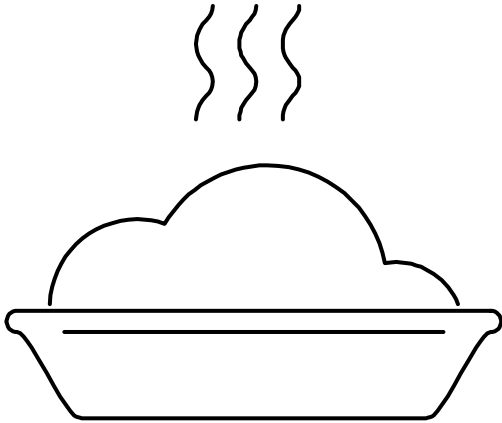
Location Switches - This should be done in the app or by calling reaching out to Lyft Support via the website.

Account Reactivation - We cannot reactivate Lyft Drivers. Applicants are able to contact Lyft Support to file a reactivation appeal.

Name Changes - If an applicant misspelled their name after signing up they will need to contact Lyft Support to request an update.

Change Lead's Info on Salesforce - We cannot update emails or phone numbers in Salesforce. Make a note on the SFDC page and contact the correct number via a manual dial.

Support: But what can I do?

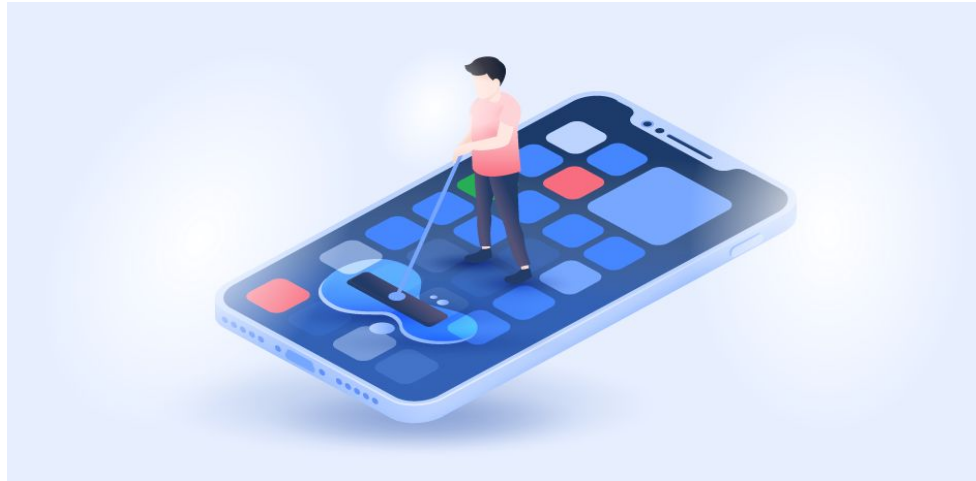


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App Issues?

When in doubt...

Clear cache & reinstall



Clearing Cache & Data / Reinstalling

Follow these steps for **iOS**:

1. Open “Settings”
2. Go to “General”
3. Go to “iPhone Storage”
4. Select the Lyft Driver App
5. Tap “Delete App”
6. Reinstall the Lyft Driver App

***Note:** This is not the same as holding the app down and using the ‘x’ to delete it. These steps ensure that the data with the app is also cleared from the phone

Follow these steps for **Android**:

1. Tap “Settings”
2. Go to “Apps”
3. Select the “Lyft Driver” app
4. Tap “Storage”
5. Click “Clear Cache” and then “Clear Data”
6. Restart your phone

***Note:** The phone will most likely not process these changes until you restart it.

General Troubleshooting Steps

When clearing cache & reinstalling doesn't work, here are some other general steps to try, before submitting a Support ticket:

1. Hard close app, and re-open
2. Try resetting Lyft Driver Password
3. Try logging in while Wi-Fi is on/off (try both)
4. Try hard restarting your phone
5. Try logging in on a different device

Location Switch?

Example:

A Lyft Driver has moved to another state and needs to update their location.

Process:

Lyft Driver should be able to update their starting location within the app.

1. Menu (3 horizontal lines in the top left of Lyft Driver app)
2. 'Get Help' → 'Help Center' → 'Account and earnings'
3. 'Change where you drive'

This may cause account to be inactive as the application processes.

Didn't work? → Please direct your lead to contact **Lyft Driver Support**.

Add Vehicle in the Lyft Driver app

An applicant has purchased a new vehicle and needs to add this to their Lyft Driver app or would like to rent a vehicle through express drive:

1. Menu (3 horizontal lines in the top left of Lyft Driver app)
2. 'Vehicle and Devices'
3. 'Your Vehicles'
4. Click the + sign in the top right corner
5. Add vehicle

NOTE: All vehicles must have ≥ 4 doors, 5 - 8 seats and a non-salvage title.